

Growing Your Business

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Entrepreneurship

Course Description

The key to growth is finding the right product for the right market. This is called product-market fit. Learn more about product-market fit, including the best ways to find, keep and grow customers based on your business model.

Learning Objectives

- What is product-market fit?
- Describe the process of scaling your business.
- What is customer acquisition?

Discussion Questions:

1. What is the customer acquisition model that best fits your startup?
2. What is the lean startup methodology, and how can you apply it to your startup?

Developmental Actions:

1. Develop a sales pitch for your product or service based on the different types of customers (large corporations, small businesses and single consumers).
2. What is the biggest obstacle to growing your business? Discuss strategies to overcome this obstacle with the group. Write down three actions you can take immediately.